

From: [Ari Simon](#)
To: [Ariana Gomez](#)
Cc: [Rena Leddy](#); [Kent Smith](#)
Subject: Re: get down town
Date: Monday, July 20, 2015 12:22:48 PM
Attachments: [get down town letter for support.pdf](#)

Great, thanks FDBID team.

Ariana, see attached for our letter of support. A reminder that this isn't coming from Historic Core BID, but rather a Downtown-wide initiative that we're hoping all the BIDs, as well as other cultural, hospitality, and business stakeholders, contribute towards as well. We're creating a one stop shop hub of arts/culture event info for Downtown LA, as well as a creative mag publication.

In addition to sponsorship, I could use your help specifically making sure we disseminate the most up to date info for the Fashion District. As you become aware of art/culture-focused events happening in the area, please forward them along to press@getdowntown.la.

Since we'll also be [DoLA](#)'s curated Downtown filter, we're expecting 50k+ visitors to our website for up to date arts/culture event info.

Let me know of any questions you got. Thank you!!!

Really thrilled to be making this a reality,

- Ari

----- Forwarded message -----

From: **Rena Leddy** <rena@fashiondistrict.org>
Date: Mon, Jul 20, 2015 at 12:00 PM
Subject: RE: get down town
To: Ari Simon <ari@historiccore.bid>, Kent Smith <kent@fashiondistrict.org>
Cc: Ariana Gomez <ariana@fashiondistrict.org>

Hi Ari,

Arianna is going to be your point person. I've cc'd her on the email. Thanks! Rena

From: Ari Simon [mailto:ari@historiccore.bid]
Sent: Monday, July 13, 2015 8:01 PM
To: Kent Smith; Rena Leddy
Subject: get down town

Hi Kent & Rena,

Thanks again for being part of a great event at the Garment Building!

For nearly a year now, I've been chairing the Downtown LA Arts & Culture Stakeholders Group, an alliance of Downtown's museums, theaters, venues and cultural centers. As a key deliverable, I've been working on launching an culture guide for Downtown at large.

Called *GET DOWN TOWN*, it's a free arts/culture happenings guide and creative mag in print and as an online calendar. It'll offer visitors and residents alike a wealth of information of arts & culture events here, as well as tell stories of Downtown's cultural context. Not just political/development stories like DT News, and not just 5 merchants a month like the LA Downtowner, Downtown needs something curated yet comprehensive to share all we have to offer here. We'll be specifically sharing cultural events and stories from around the Fashion District, which most publications tend to unfortunately ignore. More detailed information is attached.

I'm now getting fundraising commitments and would love your support. With a \$1000, \$2000, or \$5000 contribution, we'll be able to publish two rounds of print (Sept '15 when the Broad opens and Nov '15) and keep our digital interface going through 2015. The South Park BID, Historic Core BID, Downtown Center BID, the Delijani theaters, and Gilmore Associates are all on board. I'm amidst asks and pending confirmations from folks like the Arts District BID, Ace Hotel, BLVD, and Spaceland. I'm amidst reaching out to several others as well.

Attached is an informational letter, our 2015 budget, and a more informal thorough overview of the publication. Let me know if the Fashion District BID would be willing to contribute here. Feel free to call me with any questions as well - [609-731-7834](tel:609-731-7834).

Gratefully,

Ari

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ARI SIMON
Director of Culture & Development

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